About This Course!

This course provides one of the “bread and butter” skills necessary to be successful in graphic design. Whether your publication ends up online, or in print, you’ll find yourself laying out multipage or multi-column publications that must attract and inform the public. Therefore, you’ll find that the focus of this course is on the development, planning, design and production of several different types of print publications, and the combining of text and graphics into visual communications pieces. Students will be gain experience in the professional software used for publication design, and learn to prepare your files for printing. Of course the use of the computer lab will be required. And, internet access will be necessary for some aspects of project research and development.

COURSE INFO
T/R 8:00 -10:55 am
VADC 103
Mott Community College
3 credits/6 contact hours

PRE-REQUISITES
ART.-145 and ART.-146 with a minimum grade of 2.0; Placement testing at level of at least RDNG-030.

TEXTBOOKS
No Required Text! There are tutorials for the Adobe Creative Suite, including for InDesign, Photoshop, and Illustrator, available online from adobe.com and YouTube. You may discover your own sources, as well, and are encouraged to share your best ones with the class!

INSTRUCTOR
Dr. Mara Jevera Fulmer, MFA, MA
Professor in Graphic Design, Faculty Director for the Center for Teaching & Learning (CTL)

CONTACT INFO*
Office: VADC100E, ML3106C
Tel (VADC): 810-232-3431, Tel (CTL): 810-762-0394
Art Office: 810-762-0443
Fax: 810-232-3452
Division Office: 810-762-0459
Email: mara.fulmer@mcc.edu

OFFICE HOURS
2-3 hrs/week are set aside to meet with students. Contact me by email to set up a time to get together outside of class.

ABOUT THE SYLLABUS!
It’s meant to provide you with guidance on what to expect in this course. But what does that really mean? Well, let me start by reassuring you that my purpose here is to help you make your time in this course a valuable, challenging and fulfilling learning experience. And this syllabus provides the framework for how we will go about it.

BLACKBOARD
Classroom handouts, lectures, assignment sheets, announcements and other supplemental materials will be available for download at blackboard.mcc.edu.

SOCIAL MEDIA
Use hashtag #art244mcc to share your creative work on social media.
What to Expect

So, someone told you to take this class because it was required or for some other reason, but what can you expect from the course this semester?

LEARNING GOALS

• To learn the basic principles of publication design. Because it’s not just accidental.
• To learn how to arrange word and image together to create effective communication pieces. There are rules. Let’s discover how to break them.
• Lots of hands-on experience. Most people learn better by doing rather than talking about a subject.
• To push your typographic skills to new levels as an important design tool that communicates, even in paragraphs on a page, or in multi-page publications.
• To look at type dimensionally, as it moves through a publication. And it means exploring playful use of type, space, margins, etc.
• To learn to put some space between you and the untrained person who just uses defaults. That’s because you’ll learn to pay attention to the tiny details, too, such as linespacing, letterspacing/kerning.
• To use all your previous art/design experience. Yes, your 2D skills will help you be successful in this class.
• To learn how to design, plan, and apply important production techniques in publication design using InDesign’s features such as MasterPages, Paragraph & Character Styles.
• Increase your skills and confidence in Adobe’s Creative Cloud products like InDesign, Illustrator and Photoshop. You’ve hardly scratched the surface in previous classes.
• To work independently as well as with your fellow classmates.
• Most importantly, you can expect to have lots of fun!

In general, I expect that you attend all classes, come to class on time, stay for the complete class, complete all assignments and readings, and review lecture notes BEFORE class to ensure success in the course. I expect you to be polite and respectful of myself and your fellow classmates.

Above all, I expect you to WORK HARD! If you do these simple things, you will be successful in this class this semester. Please contact me if you have a problem or an issue. Please don’t just give up or stop showing up. I am here to help!

Grading Policies

This course will include a variety of activities and design projects, all of which will be given specific deadlines for completion. Assignments are expected to be completed outside of class, as homework. I expect reading and research to be completed outside of class so you can fully participate in class discussions and activities. All assignments are due at the START of the class date posted unless otherwise stated. Your projects should be completed as specified on the provided assignment sheet, but are not limited to this information. You are responsible for any changes to assignments that are discussed in class.
This course includes a midterm and final assessment. These assessments are not exams, but reviews of your progress in the course.

**LATE PENALTIES**

Late penalties are based on calendar days, not class days. Late work can be turned into the art office, during another class, or by arrangement with the instructor. It is, however, better to turn in a project late, rather than not at all. I would also note that all projects can be resubmitted for a higher grade, but late points cannot be removed. It would be better to turn in a potentially bad project on time than a really good project late.

- 1 day late = -5 pts
- 2 days late = -10 pts
- 3 days late = -15 pts
- 4 days late = -20 pts

After 4 days, assignments may not be accepted and a failing grade could be reported. Instructor can adjust this policy at her discretion.

**EXTRA CREDIT**

Assignments turned in on time are eligible to be resubmitted after the initial critique. This is meant to give students the opportunity to improve upon the original design after receiving feedback from the instructor and fellow students. It is also an opportunity to build a better portfolio.

**GRADING SCALE**

Translation of 100 point system to college grade reporting is as follows:

<table>
<thead>
<tr>
<th>Pts</th>
<th>%</th>
<th>4/4</th>
</tr>
</thead>
<tbody>
<tr>
<td>1000-930 ............. 100-93 ........... 4.0</td>
<td></td>
<td></td>
</tr>
<tr>
<td>929-880 ............. 92-88 ........... 3.5</td>
<td></td>
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<tr>
<td>879-830 ............. 87-83 ........... 3.0</td>
<td></td>
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<tr>
<td>829-790 ............. 82-79 ........... 2.5</td>
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<tr>
<td>781-740 ............. 78-74 ........... 2.0</td>
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<tr>
<td>739-690 ............. 73-69 ........... 1.5</td>
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<td></td>
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<tr>
<td>689-640 ............. 68-64 ........... 1.0</td>
<td></td>
<td></td>
</tr>
<tr>
<td>639-0 ................ 63-0 ........... 0.0</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**PARTICIPATION**

Your full participation in class is expected and required. You should be prepared to offer your thoughtful opinions during classroom discussions and actively participate in critiques. I do understand that talking in front of people may be hard for you, but I ask that you try to participate in some way. Students less comfortable participating in class discussion could and should take a more active role on the wiki or in the class activities. You should find a way to participate in a manner that is comfortable for you. Participation is part of your grade and a crucial factor when making final decisions about grades.

**WRITTEN COMPONENTS & PRESENTATIONS**

It is expected that all writing assignments will demonstrate college level writing skills including proper grammar, appropriate language, and proper structure. Texting language and emoticons are not acceptable for writing assignments. No hand-written assignments will be accepted.

**PROJECTS**

Presentation is important here in the classroom setting (and for successful employment in the real world). As such, you should follow the detailed presentation instructions provided for each assignment. If you lose your assignment sheet, all assignments are posted to Blackboard.

When submitting printed physical mock-ups, clearly label them with the following:

- Student name & number
- Tel #, Address
- Course # and name
- Instructor's name
- Assignment # and name
- Date due + date project was turned in

All digital artwork must be turned in using class shares for Art-244 with your name and class number. Digital files should be clearly labeled as to what they contain. Include all files needed to print, including linked images and fonts. Also include a PDF. Name your files as follows: “lastname_firstInitial_BWLogo-proj1.ai”

Example: smith_m_BWLogo-proj1.ai
Assignments

Throughout the semester, we will explore publication design from a variety of different perspectives. From poster design to multi-page publications, each project is meant to introduce you to a different approach to designing with type and image.

PROJECT 1 - GET OUT THE VOTE POSTER DESIGN (100 PTS)
Get Out the Vote is an AIGA’s civic engagement initiative wielding the power of design to motivate the American public to register and turn out to vote in the election process. AIGA has activated its community of designers across the U.S. and beyond to Get Out the Vote every four years since 2000. This year, our class will take this project on for the Mid-Term Elections since its importance has become highlighted by the adversity that has abounded since the presidential 2016 campaign and election. The nonpartisan project is being done in honor of Design for Democracy, an AIGA initiative to increase civic participation through design.

PROJECT 2 - MAGAZINE DESIGN (200 PTS)
For this design project, you will be responsible for developing and designing the feature story spread of a magazine. You will consider the audience that this magazine is targeted for when developing your ideas. This project is loosely based on a professional competition sponsored by the Society of Publication Designers (SPD).

PROJECT 3 - ZINE DESIGN (200 PTS)
For this project you will be producing your own Zine, a noncommercial often homemade publication usually devoted to specialized and often unconventional subject matter. Short for magazine or fanzine, zines are self-publications, motivated by a desire for self-expression, not for profit. Both the content and format of the zine will be decided by you, after you have explored examples. The project aims at stimulating students’ interest in exploring ideas of creativity and activism through writing and art making.

PROJECT 4 - BACK TO BASICS TRIFOLD BROCHURE V.1 (100 PTS)
For this design project, we head back to basics - a standard 6-panel brochure, often called a “tri-fold” because it folds in thirds. A ubiquitous part of the graphic design arsenal, it’s meant to fit easily in a #9 or standard #10 envelope.

PROJECT 5 - INNOVATIVE DESIGN BROCHURE V.2 (100 PTS)
For this design project, we take the last project and flip it on its head. Not all brochures are basic trifolds and for this project you will be literally pushing the envelope for a more creative approach.

ONGOING ACTIVITY - WIKI/JOURNAL (50 PTS)
The Wiki/Journal is meant to provide you an opportunity to collect your thoughts in a coherent manner and on a semi-regular basis. As designers, we’re often caught up in the swirl of designing, researching, sketching, and designing again. This framework for the wiki/journal is meant to provide you a place to breathe, to throw down your thoughts, any interesting ideas you may have, research you’ve come across that you want to save, and any sketches and finished designs you want to share that support your writing.
HOW DO I GET A 4.0 IN THIS CLASS?

Students often ask how they can get a 4.0 in my class. The below information is meant as guidelines to provide you with some idea of what I’m looking for.

**Grade 4.0**

A 4.0 student will produce outstanding work. It will be original work and represent ideas not typically associated with the assignment. Your performance in all other aspects of class will also be outstanding. Further, you should:

- Attend all classes and be on time
- Turn in all work and turn it in on time
- Go above and beyond the basics on assignments
- Actively participate in classroom activities and discussions
- Exceptional craft and presentation

**Grade 3.0**

A 3.0 student will produce good work, but it will be predictable. While you will have pretty good performance in the class, your attendance and timeliness will not be outstanding. Further, you will:

- Will attend most classes (missing fewer than 3 classes) and be on time
- Turn in most work (missing five or fewer assignments) and be on time most of the time (late fewer than three times)
- Participate in classroom activities and discussions
- Good craft and presentation

**Grade 2.0**

A 2.0 student will produce average work and be lacking in overall classroom performance and timeliness. Further, you will:

- miss a number of classes (three to five) and may have issues with tardiness.
- be missing a number of assignments (five to ten) and will often be late turning in assignments.
- have had minimal participation in classroom activities and discussions.
- be deficient craft and presentation.

Other Important Grading Info:

Withdrawal – Faculty do NOT drop students for non-attendance. According to college policy, it is the student’s responsibility to withdraw from any class if that becomes necessary. This can be done by filling out the appropriate form in the Registrar’s Office before the deadline published in the schedule book. After that date, no withdrawals will be permitted.

NS Grade – I can assign an “NS” grade (sometimes called the “no-show” grade) which means that, in my judgement, there has been insufficient instructional contact with the student. In other words, you may not be attending class, not turning anything in for review for interim or final deadlines. This grade can be assigned as early as 20% into the course and up until (including) the final grade.

Incompletes – The “I” is reserved for substantiated medical emergencies or conditions. If you feel you have reason to be considered for a semester grade of “I”, please be sure to meet with me outside of class to discuss this option. The college policy says that typically, an “I” will be given only when the student - a) has completed at least 75% of the class (excluding final exam) but is unable to complete the class work because of extraordinarily unusual or unforeseen circumstances or other compelling reasons, b) has done passing work in the course, and c) in the instructor’s judgement, can complete the required work without repeating the course.

Always ASK QUESTIONS!

Although I am pretty intuitive, I have not yet mastered the art of mind-reading!

:)
Effective use of studio time and participation in this course and classroom activities will have a direct impact on your ability to understand the subjects being dealt with, as well as your performance on various projects. As in the real world, unexcused absences or late arrival will be considered a lack of interest in being “employed” (and in this case being educated). This will be reflected in a lower grade. Students are expected to show up for every class and be on time in order to get the most out of classroom instruction, discussions, project work, and instructor feedback. It is important that you not schedule other appointments that conflict with your class participation.

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In the Classroom

COMPUTER USE
The computers in our graphics labs are specialized equipment designed especially for the Graphic Design program. Misuse, including (but not limited to) illegal downloading, viewing/storing of pornography, and sabotaging of software and equipment will result in an immediate loss of privileges to use the lab and, depending upon the severity, may result in your case being forwarded for further disciplinary action. For any problem-solving issues related to software/hardware in this lab, contact the instructor, program coordinator, or lab assistants. Do not try and “fix” your computer if restarting it does not solve the problem. Use of the Graphics computers should be limited to conducting work related to your Graphic Design or other Mott classes only.

CELL PHONES
Cell phones should be on vibrate. If a call is important, please step into the hallway to take the call. DO NOT take phone calls in the middle of class. Please keep texting to a minimum. Laptops and tablets are welcome in the classroom, but should be used for class purposes. Your focus should be on learning the material. I may also have a cell phone for emergency, family and college business. See below regarding policy on Camera Phones and digital recorders.

CONDUCT AND DISCUSSIONS
Everyone has a different point of view, and artists are particularly notorious for expressing theirs. Some folks are a little shy about speaking in front of others, especially during critiques and discussions. Encourage each other, participate, critique, but don’t make any personal attacks. That said, students who do not show respect to their classmates or instructor may be asked to leave the class.

FOOD AND DRINK
You may eat and drink in the classroom, but may not do so while sitting at a computer. Always clean up after yourself, including disposing of trash properly and washing up any mess you have left behind. If it is found that students cannot adhere to these guidelines, then no food or drink will be allowed at all in the classroom.

HATS AND MODES OF DRESS
This is an art class. Dress as you see fit. However, you should also be considerate of your classmates and practice some good personal hygiene, try to avoid clothing that may be offensive to others or hats that get in the way of your ability (or others) to see what’s going on in the classroom.

Mott Care Team
If you or someone you know needs support, is distressed, or exhibits concerning behavior, help by making a referral to the Care Team. The Mott Community College Care Team is committed to improving the safety and well-being of the college community through proactive and supportive interventions. As your instructor, I may contact the Care Team to seek support for you. I encourage you to fill out a referral if you or a classmate are in need of help. You may contact the Care Team by filling out a referral at www.mcc.edu/care. In case of an emergency, please call 9-1-1.

Establishing Relationships, Building Trust

It may seem odd to address relationships in a syllabus. But when you think about it, we are about to embark on a challenging journey together, where your learning is our primary mission. We are partners committed to working together on your success. When you reach the end of your educational journey in this course, you will have learned new things… about illustration, and visual communications, about yourself and the world around you. Like any successful relationship, our partnership requires trust. Our goal is to make this classroom a “no fear” zone!

For my part, as your instructor and guiding partner on this educational journey, I offer my respect to you and your classmates for your ideas, creativity and effort that you put forth for each assignment. I ask you to trust me to have your best interests at heart at all times. I also ask you to trust that I will be fully engaged as your partner in this learning process, guiding you by providing honest and thoughtful feedback, knowledgable instruction, and thought-provoking assignments. I ask you to trust me to do my best to answer your questions and provide further clarification when requested. And when I am unable to answer your question, I ask you to trust me when I say that I believe the answer - especially in regards to art and design - is already in you, yet to be discovered. I ask that you trust me to create and offer as many options for learning as possible. And I ask you to trust in me to apply prompt, fair and appropriate methods of assessment that are based on my long experience in education and as a professional in the field of art and design. But most of all, I ask you to trust that I believe in you and your ability to be successful in this illustration course!

For your part, as the student and learning partner on this educational journey, I ask that you be respectful and considerate to me and your classmates in our interactions. In addition, I will trust in you to be present for each class, prepared to explore new ideas, new ways of thinking, and new artistic techniques. I will trust you to seek me out to ask questions you may have, especially when a new concept has been introduced, or for clarification on topics discussed in class, or on an assignment when confusion arises. I will trust you to always try your best to meet interim and final deadlines for assignments. But I also trust you to let me know when circumstances may impede you in completing that goal. I will trust you in your willingness to collaborate with me and your classmates in thoughtful ways as we engage together in the learning process through discussions and critiques. I also will trust you to make the most responsible choices both on and off campus, ones that are meant to positively impact your own success and not impede the success of others.

I know we can start out with a bond of trust. But trust can also be easy to lose. Let’s work together to build a strong relationship based on trust, not fear, so that your learning journey will be a successful one this semester!
somed midday reviews and final proofing
of work done for Mott Graphic Design
classes and design center projects only.
Please plan your projects carefully in order
to make efficient use of materials and ink.
Abuse of the privileges of this lab may be
considered theft of materials or violation
of other college policies and may result
in academic discipline. All large-format
printing must be handled by the instructor,
or a lab assistant when arranged with me.

PERSONAL ITEMS
Disks, books, and other personal items
should be labeled with your name so that
efforts can be made for their return in the
event that you have left them behind. If you
find something that does not belong to you,
be sure to make an effort to return it to the
rightful owner or, if unavailable, turn it in to
an instructor or the Art Office where it will
be safely stored until the owner claims it.
Students found to engage in unauthorized
“borrowing” (stealing) from either the
college or their fellow students will face
academic discipline or worse.

SAFETY ISSUES
BE SAFE! Some materials we use can be
dangerous. These include paper cutters,
mat and X-acto knives, solvent-based
markers and glues. Be considerate of your
own and others safety in the use of these
materials and equipment. Carry your art
materials in proper art bins/tool boxes and
keep any liquids in sealed containers. Put
knives away carefully in a latched box and
dispose of used blades by taping them in
a larger sandwich of cardboard before
tossing in bin or putting in the designated
box. For the guillotine cutters, they
should always be returned to their “down”
position. Press down on the foot-pedal
(BIG) or clamp handle (SMALL) to hold
paper tight before cutting. When using the
red straight-edge guides, hands should be
kept on the opposite side from the blade.

CAMERAS OR AUDIO RECORDING
Please do not record audio or video in
this class without first obtaining written
permission from me. I reserve the right
to record or photograph during this
class. Photos may only be taken as part
of an approved assignment for this class,
and only with the written permission of
instructor.

FOOD & DRINK
This class meets for a long period of time,
so allowances are made for eating and
drinking during class time. Be considerate
and reserve this for periods when we
are not participating in a lecture or
critique. Food and drink is only allowed
in the “work” area of the classroom (at
the drawing tables) and only when it will
not impede the work of other students. No
food or drink is allowed in the computer
area of the classroom! Clean up after
yourself, including disposing of trash
properly and washing up any mess you
have left behind. If it is found that students
cannot adhere to these guidelines, then
no food or drink will be allowed at all in
the classroom.

HATS & MODES OF DRESS
While this is an art class, we are preparing
for the professional job market in design.
Dress as you see fit but be respectful and
considerate, too. Think about making a
good impression. It’s also important to
practice good personal hygiene, and
avoid clothing that may be offensive, or
wearing hats that could get in the way of
your ability (or others) to see what’s going
on in the classroom. Clothing considered
beyond the limits of good taste may result
in your being asked by the me to consider
changing into more appropriate clothing.

CONDUCT AND DISCUSSIONS
Let’s show respect to everyone. Thoughtful
critiques and discussions are encouraged.
However, everyone has a different point of
view, and artists are particularly notorious
for expressing theirs. Some folks are a little
shy about speaking in front of others,
especially during critiques and discussions.
A good rule of thumb in critiques is to not
take it personally. In the real world, it’s
not unusual for artists and designers to get
some harsh critiques. Our class critiques
are meant to prepare you for the job
market and your participation is important
part of that experience. Participate! Be
thoughtful and provide constructive input to
the classroom conversation!

CONTACTING YOUR INSTRUCTOR
While I encourage you to get in touch
in with me, please try to observe some
courtesy. I will try to get back to you within
24 hours. If calling or texting, I ask that
you not get in touch with me after 10 pm or
before 8 am. When texting, please include
your name in the message. When emailing,
please put a subject line that states the
subject of the email. My contact info is on
the first page of the syllabus. That contact
info is the best way to get in touch with me.

PLAGIARISM
According to college policy, plagiarism
is considered Academic Dishonesty and
may result in your dismissal from or failure
in the course with possible academic
consequences from the college, including
becoming a part of your permanent
academic record and risk academic
dismissal from the college. Plagiarism is
declared as follows:

“In an instructional setting, plagiarism
occurs when a writer deliberately
uses someone else’s language, ideas,
or other original (not common-
knowledge) material without
acknowledging its sources.”

~ (Writing Program Admin., 2003)

Some of the college’s examples of what is
considered academic dishonesty include
(from Mott’s webpage):

1. Cheating: Cheating includes,
but is not limited to, (1) use of any
unauthorized assistance in taking
quizzes, tests or examinations; (2)
dependence upon the aid of sources

~
beyond those authorized by the instructor in writing papers, preparing reports, solving problems or carrying out other assignments; or (3) the acquisition, without permission, of tests or other academic material belonging to a member of the college faculty or staff.

2. Fabrication: Fabrication is the falsification or invention of any information, data, research materials, or citation in an academic exercise without authorization from the instructor.

3. Facilitating Academic Dishonesty: Students who intentionally, willingly, or negligently allow their work to be used, copied, or submitted for credit by other students or who assist or attempt to assist another person in any act of academic dishonesty are in violation of this policy.

4. Plagiarism: Plagiarism is the representation of the words, ideas, or works of another person as one’s own in an academic assignment. A college is like a factory for the production of words and ideas. Students earn grades and credits for the valuable words and ideas that they produce. Therefore, it is essential that the words and ideas of all members of the College are protected as their “intellectual property,” and it is essential that no one pretends that other people’s intellectual property is one’s own.”

In addition to the above, even if attributions are made, if the majority of material is un-original to the presenting author (you), then it may be considered plagiarized. In a graphic design class, plagiarism can also mean claiming another person’s work as your own, or appropriating too much of another’s into your own work. The goal is to be original, yet efficient, in the way you develop your creative work. If an assignment for this class is submitted to me as your own work, and it is determined to be not be your own original work, or it appropriates too much of another’s work, it will result in a failing grade for the assignment. If it happens for a second assignment, it will mean failure for the class.

Do you have more questions on how to determine what is considered acceptable? Please contact me, or ask in class!

Chances are there are others who have the same question! To read the full college policy on plagiarism, follow this link: www.mcc.edu/policies/student_acad_integrity.shtml

Mott’s Cultural Values
Mott Community College faculty, staff and students are dedicated to creating a positive learning environment through appropriate appearance, responsible behavior, and respectful communication.

APPROPRIATE APPEARANCE
All members of the MCC community will:
• Dress for success!
• Wear clothing that is appropriate for the setting, task or activity. Dress codes may be required for specific programs, courses or jobs.
• Respect dress and/or adornments which reflect characteristics or expectations of one’s religion, ethnicity or culture.
• Wear clothing and apparel that contributes positively to the campus climate and learning environment. Be considerate of how your appearance may impact others.

RESPONSIBLE BEHAVIOR
All members of the MCC community will:
• Observe regulations and rules of the College.
• Be considerate of how one’s behavior impacts others.
• Create a positive learning and working environment in and out of the classroom/office by respecting diverse opinions and viewpoints.
• Show respect for one another by using appropriate time management skills; by being punctual to class, work and meetings; and arriving prepared for such.

RESPECTFUL COMMUNICATION
All members of the MCC community will:
• Communicate in a positive manner.
• Follow processes for dispute resolution and conduct themselves in a respectful manner.
• Communicate with one another on the telephone, through email or in-person using respectful language.
• Use appropriate, non-threatening language when disagreeing with one another and resolve differences calmly. Keep in mind that it is not always what we say, but how we say it.
• Help students and others express their diverse opinions through open dialogue. This is a learning environment where everyone should be encouraged to find their own individual voice while mutually respecting others.
• Exercise professional etiquette with digital devices.

Required Materials List
Generally, you should have access to the same materials used in all previous Graphic Design courses. The list provided here highlights tools that are especially important for this class.

• Sketch Pad/Journal 11” x 14”
• Graph Paper Pad, 8.5 x 11, 1/4” Grid
• Tracing Paper Pad 11 x 14
• E-Gauge, 12”
• X-acto Knife with extra #11 Blades
• Berol Prismacolor, drawing, mechanical pencils
• Staedtler Mars white vinyl eraser
• Sharpie Black Fine Permanent Black Marker
• Sharpie Red Fine Permanent Black Marker
• Other materials necessary to complete your project as designed.
• Use of Cloud Drives - Google Drive, DropBox, and/or iCloud Drive
• Printing Costs*

*Print all projects in color unless noted instructed. In case the lab color printer is not functioning, be prepared to pay for off campus printing in order to be ready for class critiques.
BLACKBOARD, CLASS SHARES AND GOOGLE DRIVE

BLACKBOARD
Blackboard is an important part of this course. Your weekly self assessments will be administered through blackboard, all lectures, and assignments can be found there. It is an important source if you miss class. I will also make available additional materials on Blackboard including readings, assignment examples, and extra credit opportunities. I expect you to be able to login to blackboard as soon as possible.

TO LOGIN AND ACCESS THE CLASS ON BLACKBOARD:
• Go to blackboard.mcc.edu.
• Type in your user name and password.
• On the right hand side of the screen, you should see My Course. Under My Course, you should be able to select this course by clicking on the name of the course from all courses listed.
• This will then take you into the course. All main course navigation is located on the left hand side of the screen. This is where you can locate all materials.

NEED USER NAME OR PASSWORD:
• Go to blackboard.mcc.edu.
• Click on the Student Account Lookup links underneath the sign-in box.
• You will then be taken to a screen where you should enter your seven digit id number and then press submit or enter. This will give you your user name and the formula for your password.

CLASS SHARES
You will be expected to put final copies of all your work in this class in the Class Shares (X Drive). Failure to do so will effect your final grade.

TO LOGIN TO CLASS SHARES (HOME):
• Go to mcc.edu/Current Students.
• Under Backpack, select Class Shares (X).
• Type in your user name and password (see Blackboard if you need help with this).
• Select X: Drive (Class Shares)
• Select Current Semester.
• Select Course.
• You should see a folder with your username on it. Save all files in an organized manner here.

GOOGLE DRIVE
If you are looking for a cloud based storage solution for your class work, then Google Drive is the answer. It allows you to save and work on files from any enabled computer, tablet or phone. Your MCC.EDU webmail account has Google Drive storage as part of it. It is available for FREE! We will set this up in class.

TO LOGIN TO GOOGLE DRIVE:
• Go to webmail@mcc.edu.
• Click on the application icon on the top right of your screen (9 blocks in a square).
• Select Drive.

Online Tutorials & Resources for Publication Design
You can find a wide variety of sources for tutorials and “how-to’s” for using InDesign and publication design techniques. Although we will cover some new techniques and review old ones as the situation necessitates, you will also be responsible for using resources on your own when you need them. This is a good practice since software will continually change, and keeping up will be a lifelong experience. Here are just a few potential sources for you to begin with.

Get Started with InDesign
https://helpx.adobe.com/indesign/how-to/get-started-indesign.html?ssoinbound=1#

Add text

33 InDesign Creative tutorials
https://www.creativebloq.com/graphic-design-tips/indesign-tutorials-1232639

Folding Types explained

As an affirmative action/equal opportunity institution, the College encourages diversity and provides equal opportunity in education, employment, all of its programs, and the use of its facilities. The college does not discriminate in educational or employment opportunities or practices on the basis of race, color, religion, gender, national origin, veteran’s status, age, disability unrelated to an individual’s ability to perform adequately, height, weight, marital status, political belief, sexual orientation, or any other characteristic protected by law. Inquiries by students regarding compliance with Title IX should be directed to:
Dean - Enrollment, Retention, and Registrar - Records & Registration, 1401 Court E. Street, Pahl College Center - PCCLL, Flint, MI 48503, (810) 762-0243.

Inquiries by students regarding compliance with Section 504 compliance should be directed to:
Director - Admissions & Student Success Services, 1401 E. Court Street, Pahl College Center - PCC1130, Flint, MI 48503, (810) 232-8225.
# COURSE SCHEDULE

I reserve the right to amend this at any time. Please note that “Studio Time” may also include lecture, demos/tutorials, and progress reviews. Do not miss these classes for this is when you can gain invaluable insights and important lessons to help you succeed in this class and in Graphic Design, generally.

<table>
<thead>
<tr>
<th>Week</th>
<th>Dates</th>
<th>Project</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>9/4/18</td>
<td>First Day of Class. Review Syllabus, Getting to Know You!</td>
</tr>
<tr>
<td></td>
<td>9/6/18</td>
<td>Introduction to Project 1, Studio Time to work on thumbnails, text/content</td>
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<tr>
<td></td>
<td></td>
<td>[9/10/18 - Backpack Registration Closes. Last Day to Drop Full Refund.]</td>
</tr>
<tr>
<td>2</td>
<td>9/11/18</td>
<td>Project 1 - Fullsize roughs for 2 selected posters due at beginning of class. Studio Time to work on Project 1</td>
</tr>
<tr>
<td></td>
<td>9/13/18</td>
<td>Project 1 - Critique at start of class. Introduce Project 2, Studio Time if available.</td>
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<tr>
<td></td>
<td></td>
<td>[9/14/18 - Last Day to Drop Half Refund.]</td>
</tr>
<tr>
<td></td>
<td></td>
<td>[9/15/18 - Date of Record.]</td>
</tr>
<tr>
<td>3</td>
<td>9/18/18</td>
<td>Project 2 - Discuss Magazine category/topic, stories, content ideas, and work on thumbnails. Be prepared to share thumbnails with instructor during class. Demos/Studio Time.</td>
</tr>
<tr>
<td></td>
<td>9/20/18</td>
<td>Project 2 - Thumbnails due at start of class. Studio Time to make progress on fullsize roughs.</td>
</tr>
<tr>
<td>4</td>
<td>9/25/18</td>
<td>Project 2 - Final fullsize rough due by 9:30 am. Studio Time/demos.</td>
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<tr>
<td></td>
<td>9/27/18</td>
<td>Project 2 - Studio Time/demos.</td>
</tr>
<tr>
<td>5</td>
<td>10/2/18</td>
<td>Project 2 - Final Project due. Printed &amp; trimmed pieces ready for Class Critique at start of class. Introduction to Project 3.</td>
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<tr>
<td></td>
<td>10/4/18</td>
<td>Project 3 - Concepts due at start of class. Discussion with instructor. Studio Time.</td>
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<tr>
<td>6</td>
<td>10/9/18</td>
<td>Project 3 - Fullsize Roughs due at start of class. Discuss as a class. Studio Time</td>
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<td></td>
<td>10/11/18</td>
<td>Project 3 - Studio Time/demos.</td>
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<tr>
<td>7</td>
<td>10/16/18</td>
<td>Project 3 - First Digital Draft/Mockup due at start of class. Discuss together. Studio Time.</td>
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<td></td>
<td>10/18/18</td>
<td>Project 3 - Studio Time/demos.</td>
</tr>
<tr>
<td></td>
<td>10/25/18</td>
<td>Project 4 - Studio Time. Discuss stories, content ideas, etc. Midterm Reviews.</td>
</tr>
<tr>
<td>9</td>
<td>10/30/18</td>
<td>Project 4 - Thumbnails due at beginning of class. Studio Time.</td>
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<tr>
<td></td>
<td>11/1/18</td>
<td>Project 4 - Fullsize Roughs due by 9:30 am, share with instructor. Studio Time.</td>
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<tr>
<td>10</td>
<td>11/6/18</td>
<td>Project 4 - Studio Time</td>
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<tr>
<td></td>
<td>11/8/18</td>
<td>Project 4 - Final due at beginning of class, Class Critique. Intro to Project 5.</td>
</tr>
<tr>
<td>11</td>
<td>11/13/18</td>
<td>Project 5 - Thumbnails due at start of class. Studio Time.</td>
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<td></td>
<td>11/15/18</td>
<td>Project 5 - Studio Time</td>
</tr>
<tr>
<td>12</td>
<td>11/20/18</td>
<td>Project 5 - Fullsize Roughs due by 9:30 am. Discuss with instructor. Studio Time</td>
</tr>
<tr>
<td></td>
<td>11/22/18</td>
<td>THANKSGIVING BREAK</td>
</tr>
<tr>
<td>13</td>
<td>11/27/18</td>
<td>Project 5 - Studio Time</td>
</tr>
<tr>
<td></td>
<td>11/29/18</td>
<td>Project 5 - Final due at the beginning of class. Final Critique.</td>
</tr>
<tr>
<td>14</td>
<td>12/4/18</td>
<td>Portfolio Reviews (sign up for time)</td>
</tr>
<tr>
<td>15</td>
<td>12/6/18</td>
<td>Portfolio/ADDY Award Prep</td>
</tr>
<tr>
<td></td>
<td>12/11/18</td>
<td>Portfolio Reviews (sign up for time)</td>
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<tr>
<td></td>
<td></td>
<td>[12/12/18 - Last Day to Drop with “W”.]</td>
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<tr>
<td></td>
<td>12/13/18</td>
<td>Portfolio/ADDY Award Prep</td>
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<tr>
<td></td>
<td>12/18/18</td>
<td>Written Reflections, Last day of Class</td>
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<tr>
<td></td>
<td></td>
<td>[12/22/18 - Final Grades Due.]</td>
</tr>
</tbody>
</table>

**REMEMBER, YOU ARE RESPONSIBLE FOR ALL MATERIAL IF YOU MISS CLASS!**
YES! We are PARTNERS in your learning process!

Notes: